

AMENDMENTS TO THE CLAIMS

Please amend claims 97-99, 103-109, 112-113 and 116-121; cancel claims 74-96, 100-102, 110-111 and 114; and add claims 122-128 as follows:

1-96. (Canceled).

97. (Currently Amended) A computer-implemented method for displaying information ~~about an item from a shopping article~~, the method comprising:

in response to receiving a search query for an item a product, searching an index of

articles that describe retail products;

determining, based on the index searching, that a first shopping article has the item that

satisfies is responsive to the search query, the first article including price information

for the product and one or more images of the product;

automatically determining selecting a price for first attribute of the item product from the

first shopping article;

selecting determining an second attribute of image for the item product from the first

shopping article based on the first attribute of price; and

displaying the first attribute of price and the image for the item product.

98. (Currently Amended) The method of claim 97, wherein selecting determining the second attribute of image for the item product based on the price comprises determining a distance between the first attribute of price for the item product and the second attribute of image for the item product.

99. (Currently Amended) The method of claim 97, wherein selecting determining the second attribute of image for the item product comprises determining a relationship distance between the

~~second attribute of the price for the product and a term of the search query, and the image for the item product~~ and ~~[[a]] the~~ term of the search query.

100.-102. (Canceled).

103. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of image for the item product~~ comprises determining a price representation score.

104. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of price for the item product~~ comprises determining a font size ~~of the price~~.

105. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of price for the item product~~ comprises determining a font face ~~of the price~~.

106. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of price for the item product~~ comprises determining ~~the first attribute of the item based on~~ a word preceding ~~the first attribute~~ the price.

107. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of price for the item product~~ comprises determining ~~the first attribute of the item based on~~ a word following ~~the first attribute~~ the price.

108. (Currently Amended) The method of claim ~~[[102]]~~ 97, wherein ~~automatically selecting determining the first attribute of image for the item product based on the price~~ comprises determining global information associated with the ~~item product~~.

109. (Currently Amended) The method of claim ~~[[102]]~~ 108, wherein ~~automatically determining global information associated with the item product~~ comprises one selected from the

group consisting of: determining ~~[[the]]~~ a number of documents from a source associated with the first ~~shopping~~ article, determining ~~[[the]]~~ a frequency of ~~[[the]]~~ occurrence of a ~~first attribute~~ of ~~the image for the product~~ on a network, and determining ~~[[the]]~~ a size of ~~the first attribute~~ the image.

110. (Canceled).

111. (Canceled).

112. (Currently Amended) The method of claim ~~[[111]]~~ 97, wherein ~~selecting~~ determining the ~~second attribute of image for the item product based on the price further~~ comprises determining an aspect ratio associated with the image.

113. (Currently Amended) The method of claim ~~[[111]]~~ 97, wherein ~~selecting~~ determining the ~~second attribute of image for the item product based on the price further~~ comprises determining a number of occurrence value associated with ~~the second attribute of the image for the item~~ product.

114. (Canceled).

115. (Currently Amended) The method of claim 97, wherein ~~automatically selecting~~ determining the ~~first attribute image for the product based on the price~~ comprises determining a number of words between ~~the first attribute of the price for the item product, the image for the~~ product, and ~~[[the]]~~ a term of the search query.

116. (Previously Presented) The method of claim 97, wherein the first ~~shopping~~ article has a tree structure.

117. (Currently Amended) The method of claim 116, wherein ~~automatically selecting~~ determining the ~~first attribute image for the product based on the price~~ comprises:

determining a closest common ancestor to ~~the first attribute of the price for the item~~
product and ~~[[the]]~~ a term of the search query;

determining the distance from the closest common ancestor to the ~~first attribute image~~;

and

determining the distance from the closest common ancestor to the term of the search
query.

118. (Currently Amended) The method of claim 116, wherein ~~automatically selecting~~
~~determining the first attribute image for the product based on the price~~ comprises determining a
number of nodes in a smallest tree that contains ~~both the first attribute of a price for the item~~
product, an image for the product, and ~~[[the]]~~ a term of the search query.

119. (Currently Amended) The method of claim 116, wherein ~~automatically selecting~~
~~determining the first attribute image for the product based on the price~~ comprises determining a
depth of a smallest tree in the tree structure containing ~~both the first attribute of the price, the~~
image for the item product and ~~[[the]]~~ a term of the search query.

120. (Currently Amended) A computer program product for displaying information about
~~[[an]]~~ a ~~item product~~ from an ~~shopping~~ article, the method comprising:

a computer-readable medium; and

computer program code, encoded on the medium, for:

~~processing a plurality of articles to determine whether any article is a shopping article,~~

~~wherein the plurality of articles contains at least one article that is not a shopping~~
~~article;~~

in response to receiving a search query for an item a product, searching an index of
articles that describe retail products;

~~[[if]] determining, based on the index searching, that a first shopping article of the plurality of articles has the item that satisfies is responsive to the search query, the first article including price information for the product and one or more images of the product;~~
~~determining selecting a price for first attribute of the item product from the first shopping article based on a structure of the first shopping article;~~
~~selecting determining an second attribute of image for the item product from the first shopping article based on the first attribute of price of the item from the first shopping article; and~~
~~displaying the first attribute of price and the image for the item product from the first shopping article.~~

121. (Currently Amended) A computer-implemented system for displaying information about ~~[[an]] a item product from an shopping article, the method comprising:~~

~~means for processing a plurality of articles to determine whether any article is a shopping article, wherein the plurality of articles contains at least one article that is not a shopping article;~~

~~means for searching an index of articles that describe retail products in response to receiving a search query for [[an]] a item product;~~

~~means for [[if]] determining, based on the index searching, that a first shopping article of the plurality of articles has the item that satisfies is responsive to the search query, the first article including price information for the product and one or more images of the product;~~

means for ~~determining~~ selecting a first attribute of price for ~~[[an]] the item product~~
from the first shopping article ~~based on a structure of the first shopping article;~~
means for selecting ~~determining an second attribute of image for~~ the item product from
the first ~~shopping~~ article based on the ~~first attribute price of the item from the first~~
~~shopping article;~~ and
means for displaying the ~~first attribute of price and the image for~~ the item product ~~from~~
~~the first shopping article.~~

122. (New) The method of claim 97, wherein selecting the price for the product from the first article comprises determining a best price from among the prices selected from the first article, and wherein selecting an image for the product from the first article based on the price comprises determining a best image from among the images selected from the first article.

123. (New) The method of claim 122, wherein determining the best price and the best image for the product comprises:

ranking the prices and the images selected from the first article;
selecting a highest ranked price for the product as the best price; and
selecting a highest ranked image for the product as the best image.

124. (New) The method of claim 123, wherein the ranking ranks based on the distance between each image and each price selected for the product.

125. (New) The method of claim 123, wherein ranking ranks the price based on a price representation score of each price selected for the product.

126. (New) The method of claim 123, wherein the best price is a price most likely to be correctly associated with the product.

127. (New) The method of claim 123, wherein the best image is an image most likely to be correctly associated with the product.

128. (New) The method of claim 97, further comprising:

determining, based on the index searching, that a second article is responsive to the

search query, the second article including price information for the product and one or more images of the product;

selecting a second price for the product from the second article;

selecting a second image for the product from the second article based on the second price; and

displaying the best second price and the best second image for the product from the second document.